

FIG. 1A

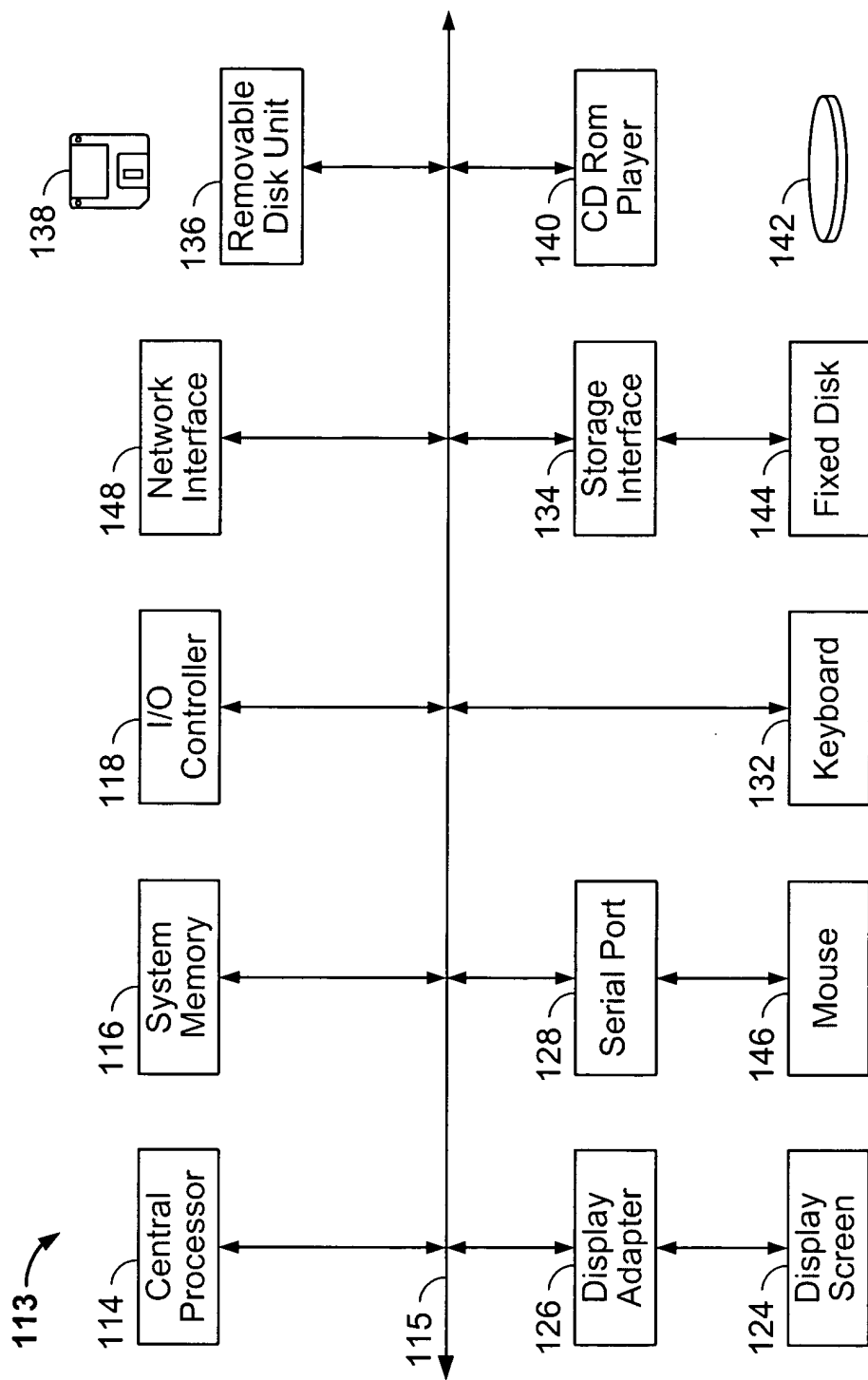


FIG. 1B

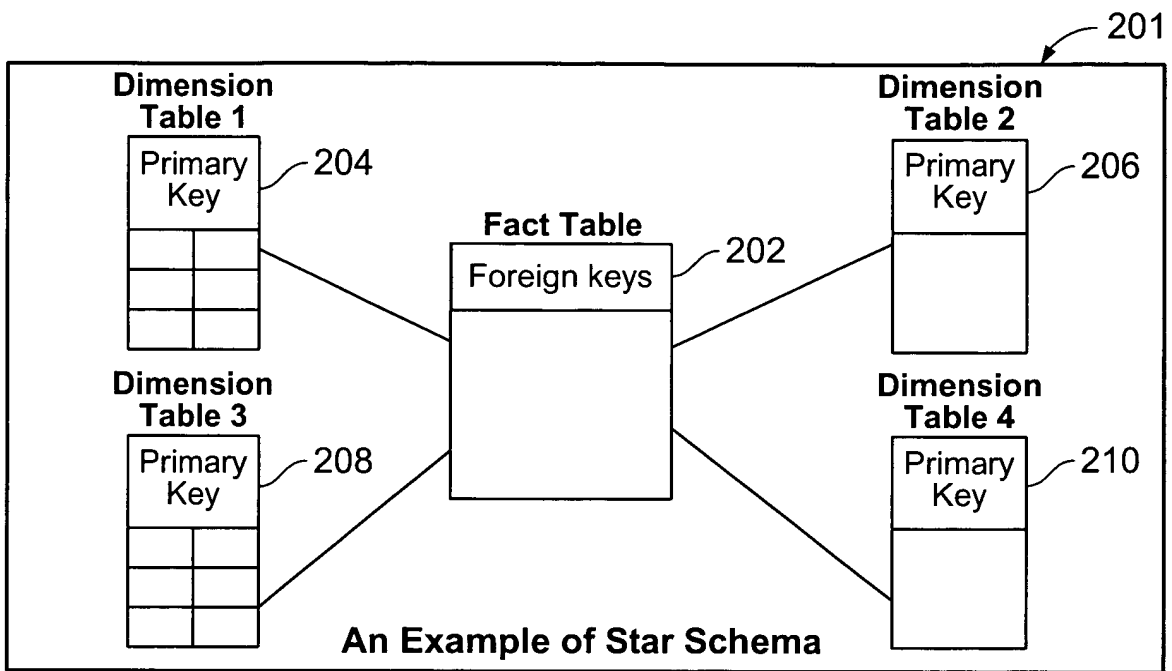


FIG. 2A

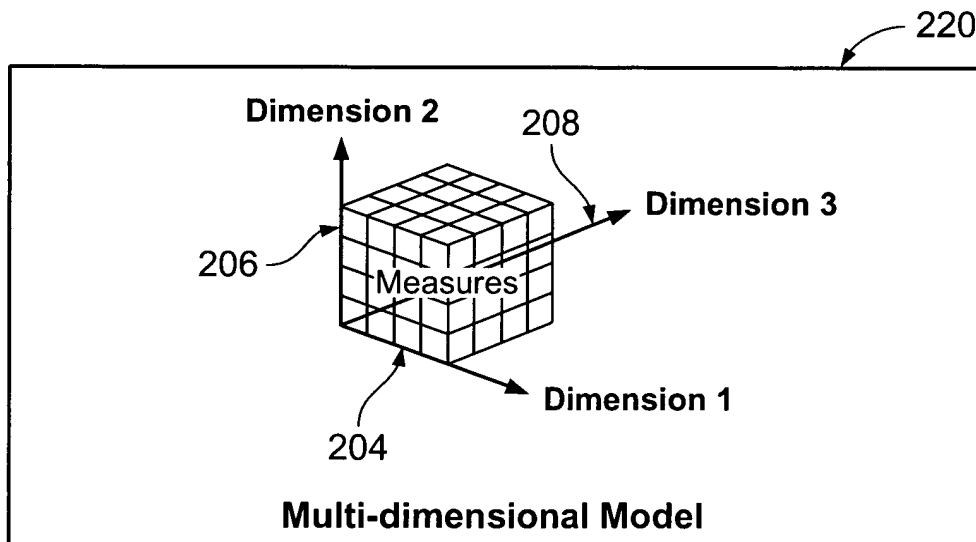


FIG. 2B

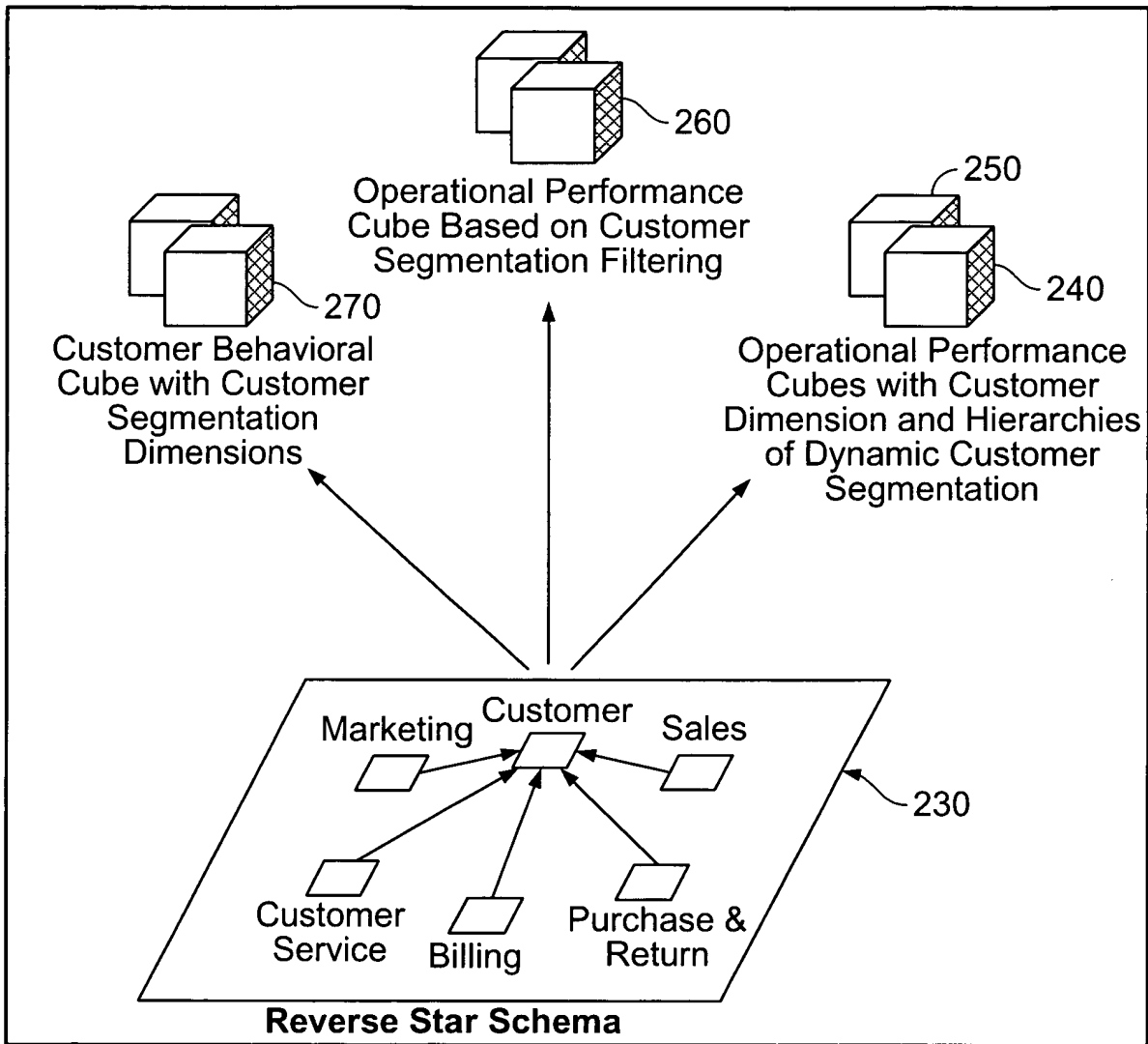


FIG. 2C

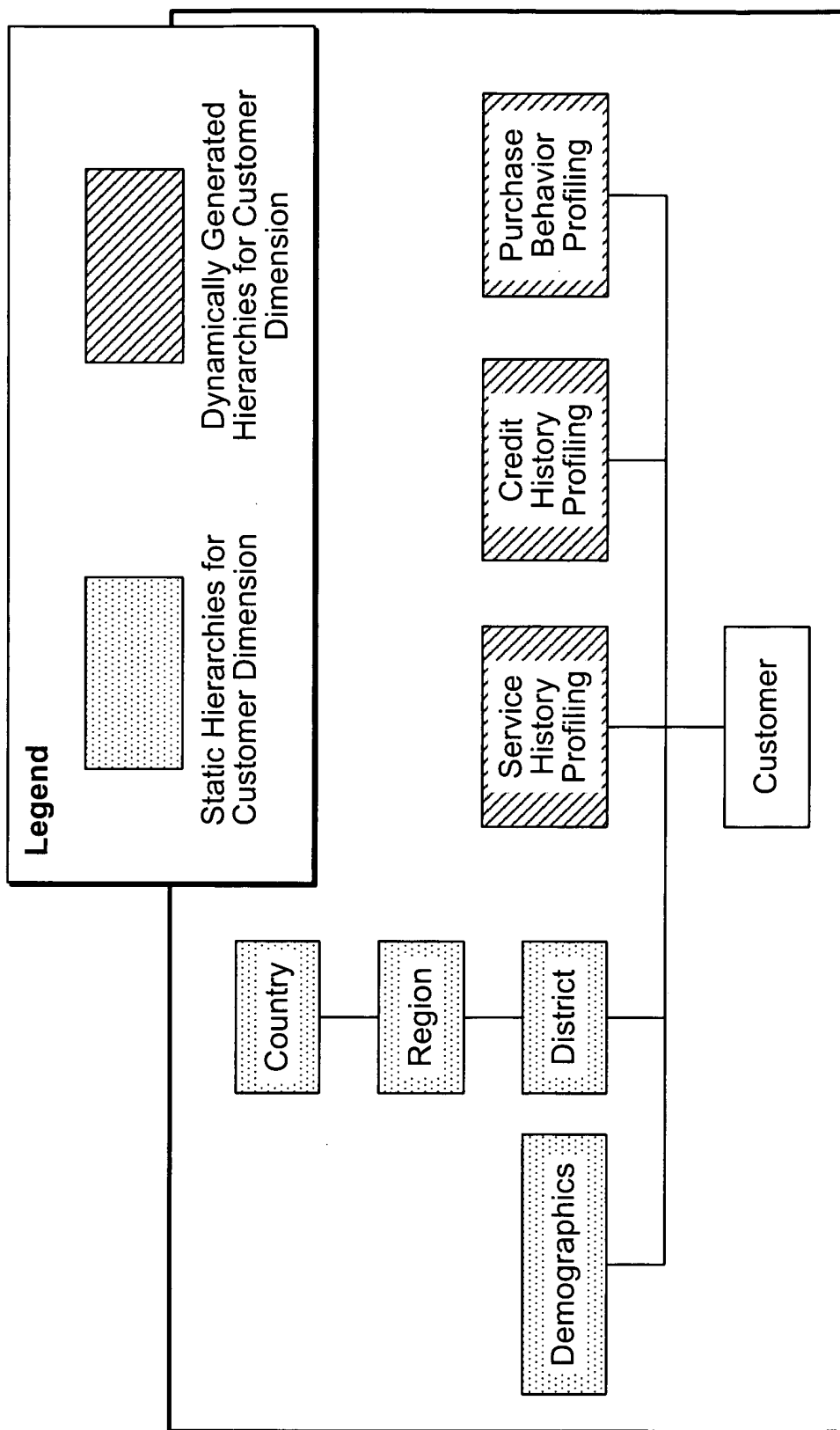


FIG. 2D

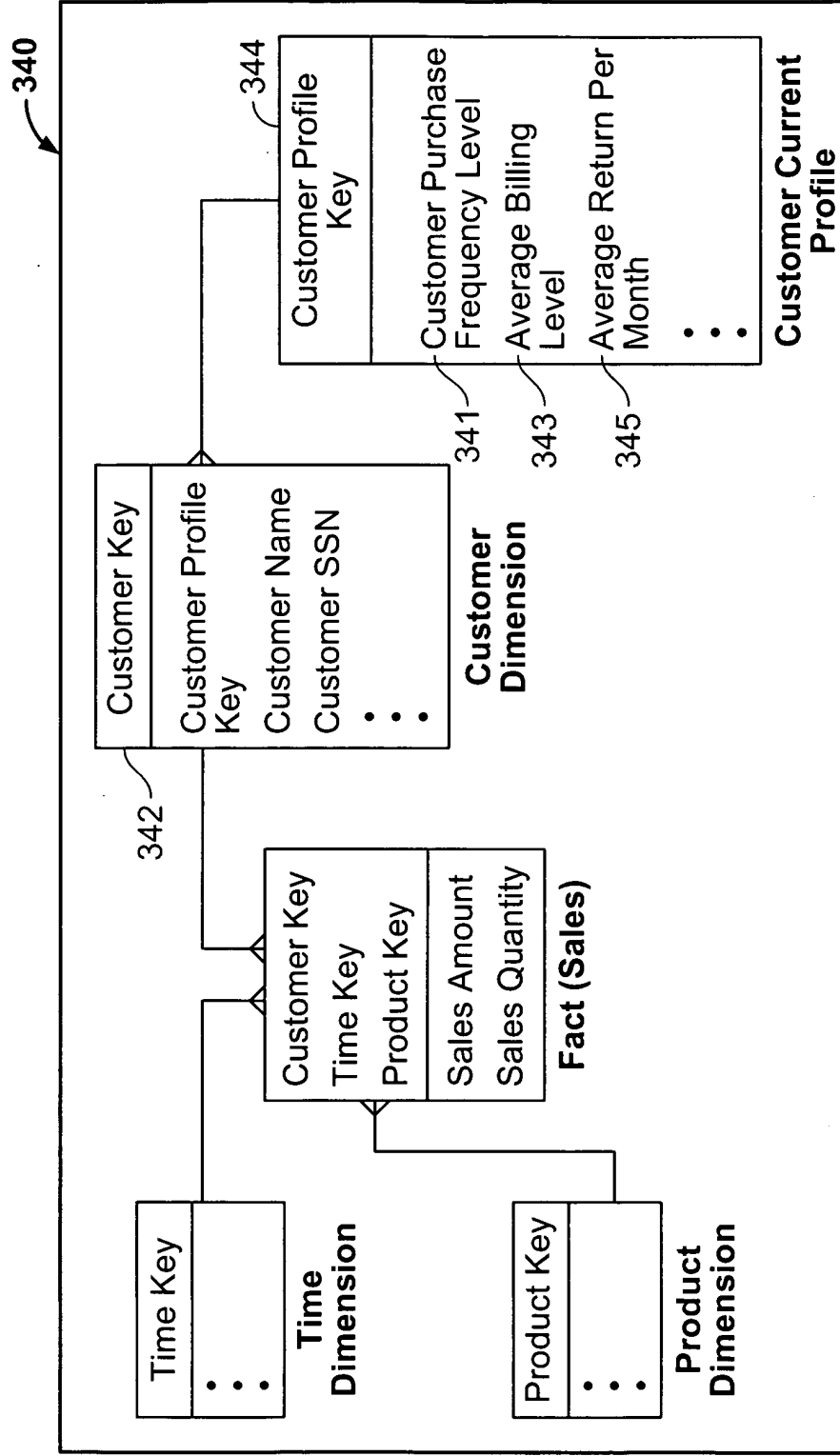


FIG. 3A

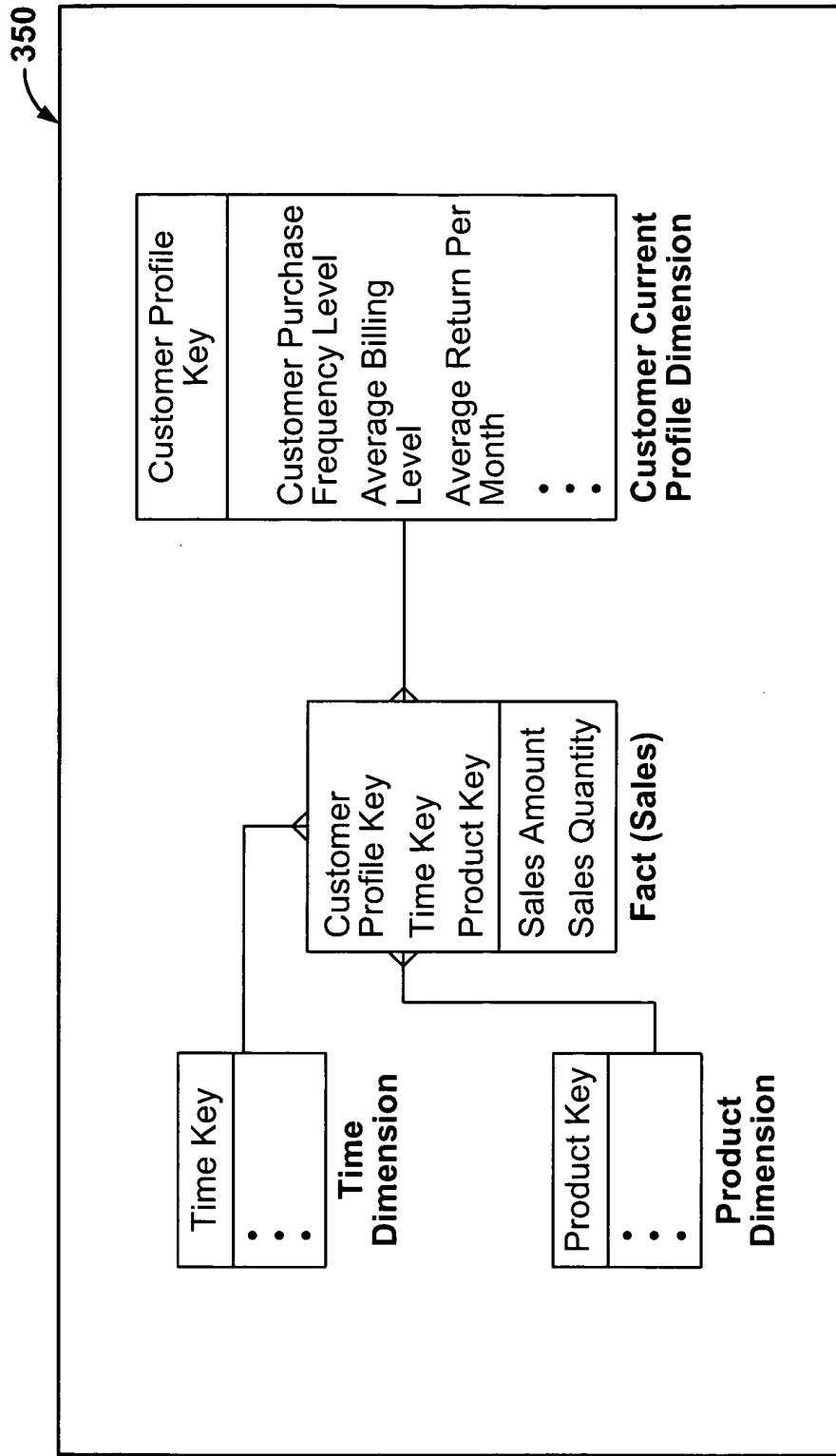


FIG. 3B

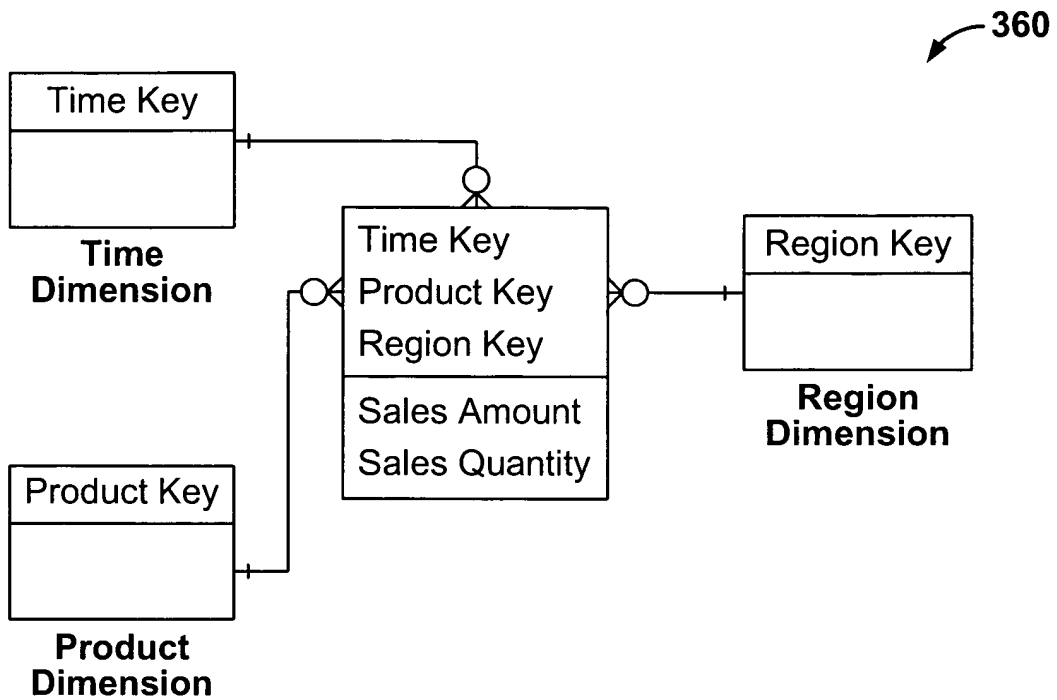


FIG. 3C

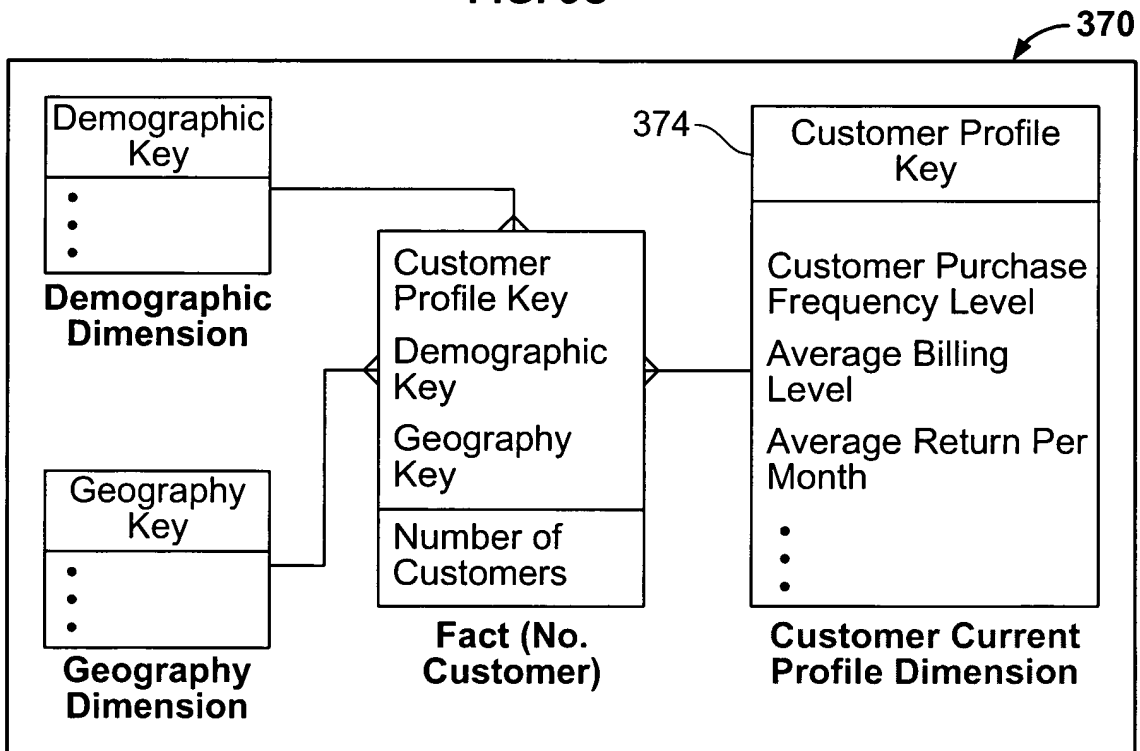


FIG. 3D

Ex1 : Description

-401

405

FIG. 4A

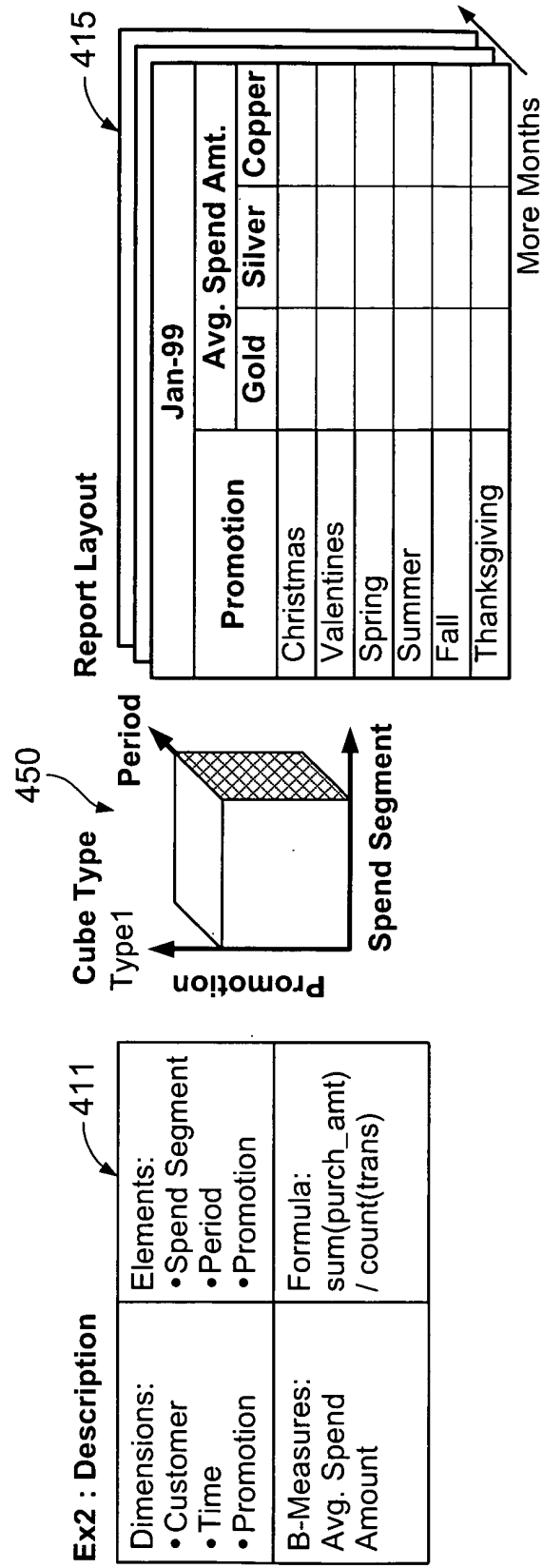
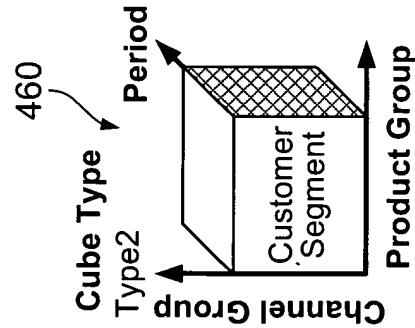


FIG. 4B

Ex3 : Description	
Dimensions: •Channel •Product •Time	<div data-bbox="506 1333 560 1459">421</div> Elements: •Channel Group •Product Group •Period
B-Measures: Sales Contribution	Formula: sum(purch_amt) Filtered / sum(purch_amt)
Filter Dimension: Customer	Filter Elements: Customer Segment



Report Layout

425

Jan-99				
Product Group	Sales Contribution			Catalog
	On-line	Store		
Books				
Magazines				
Cds				
Video Games				
Cassettes				
Gifts				
Data Set: Customer Segment = 1				

More Months

FIG. 4C

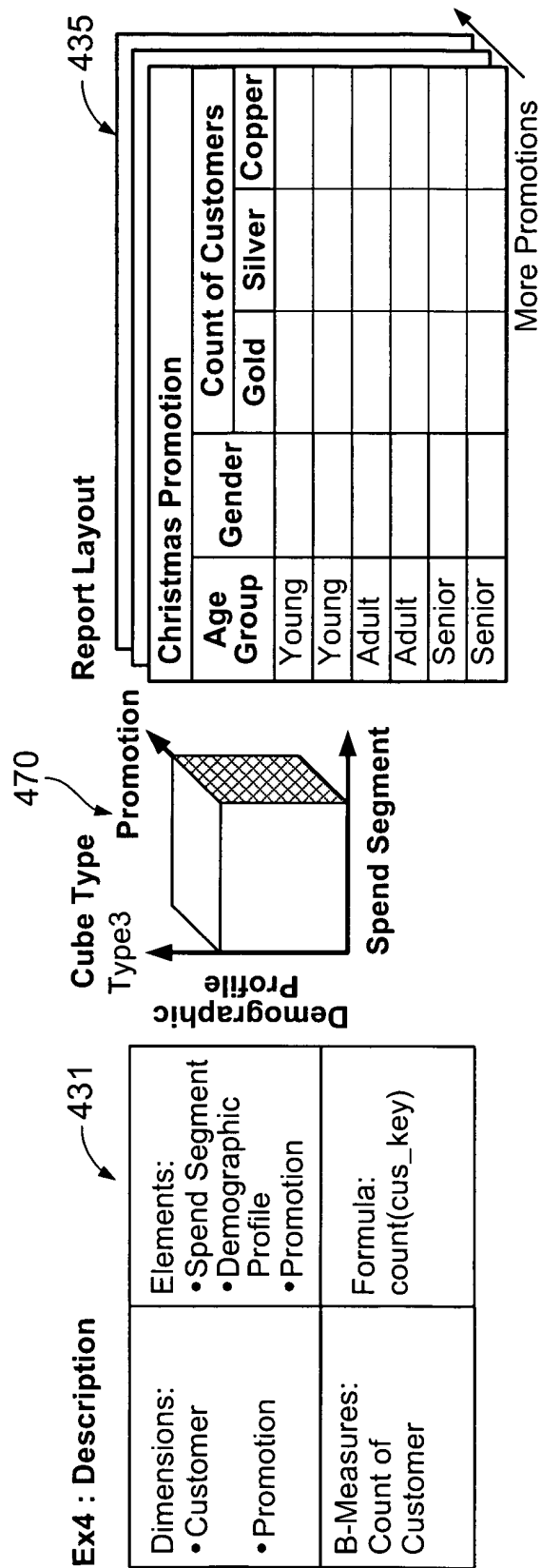


FIG. 4D

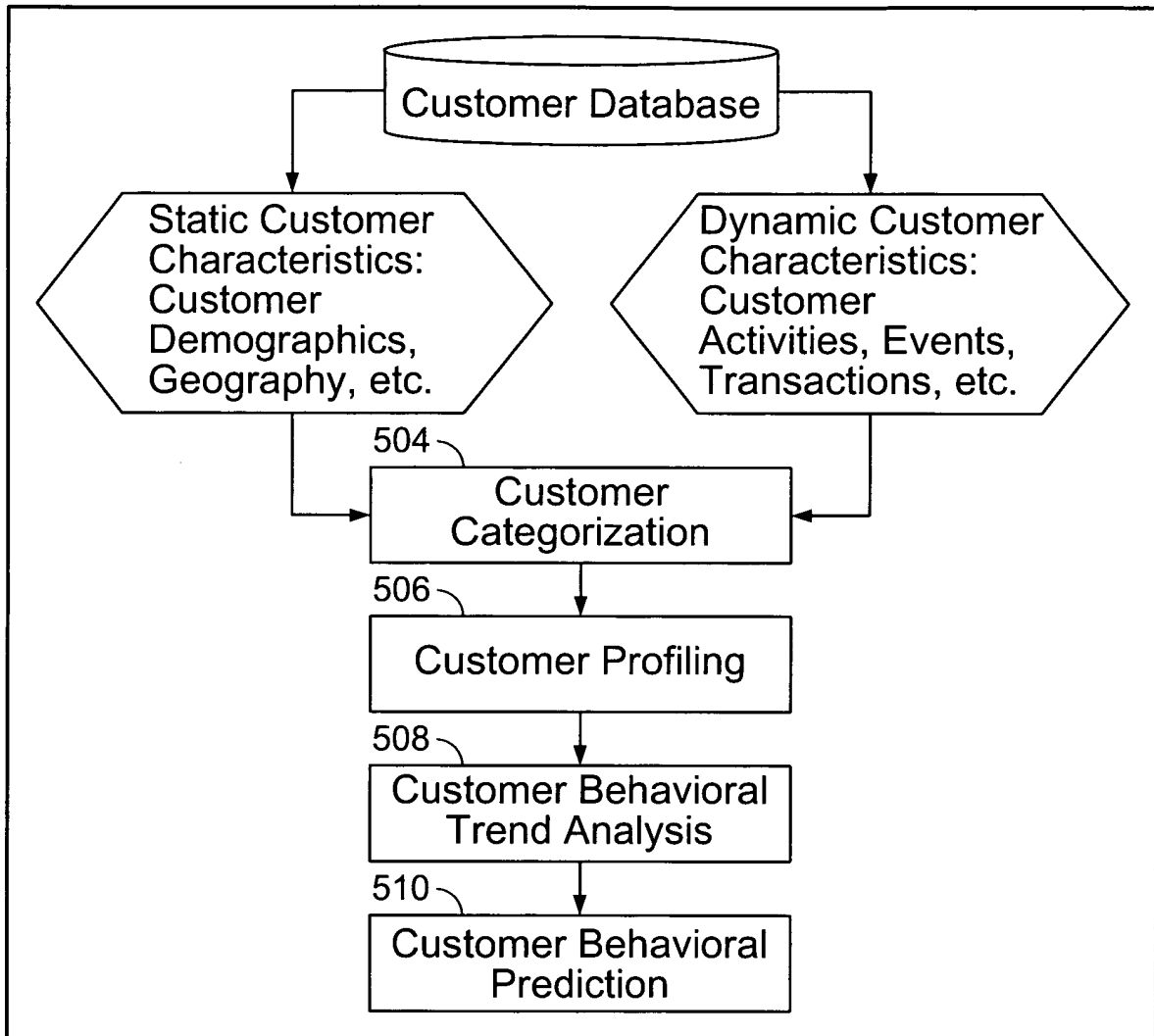


FIG. 5A

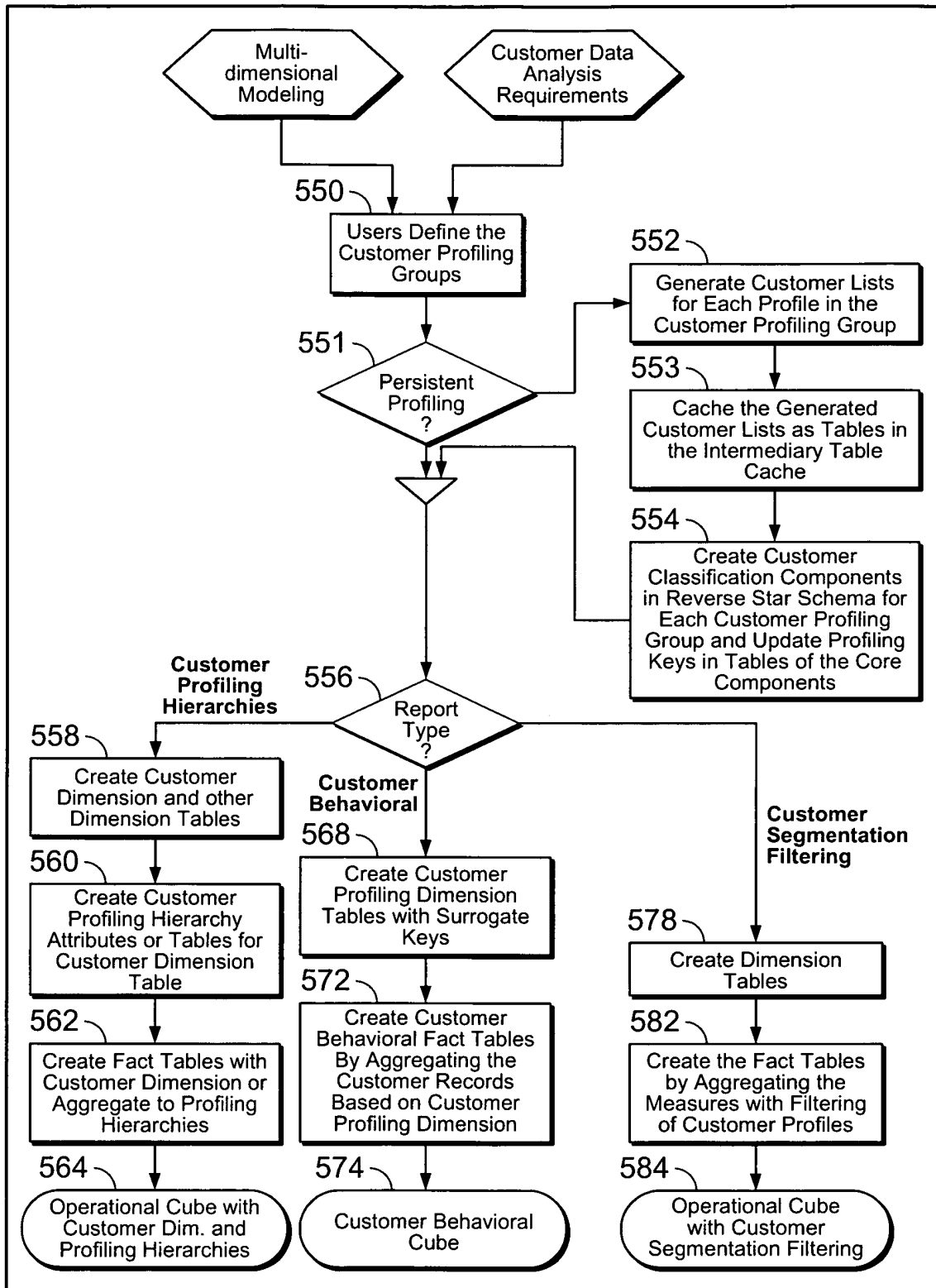


FIG. 5B

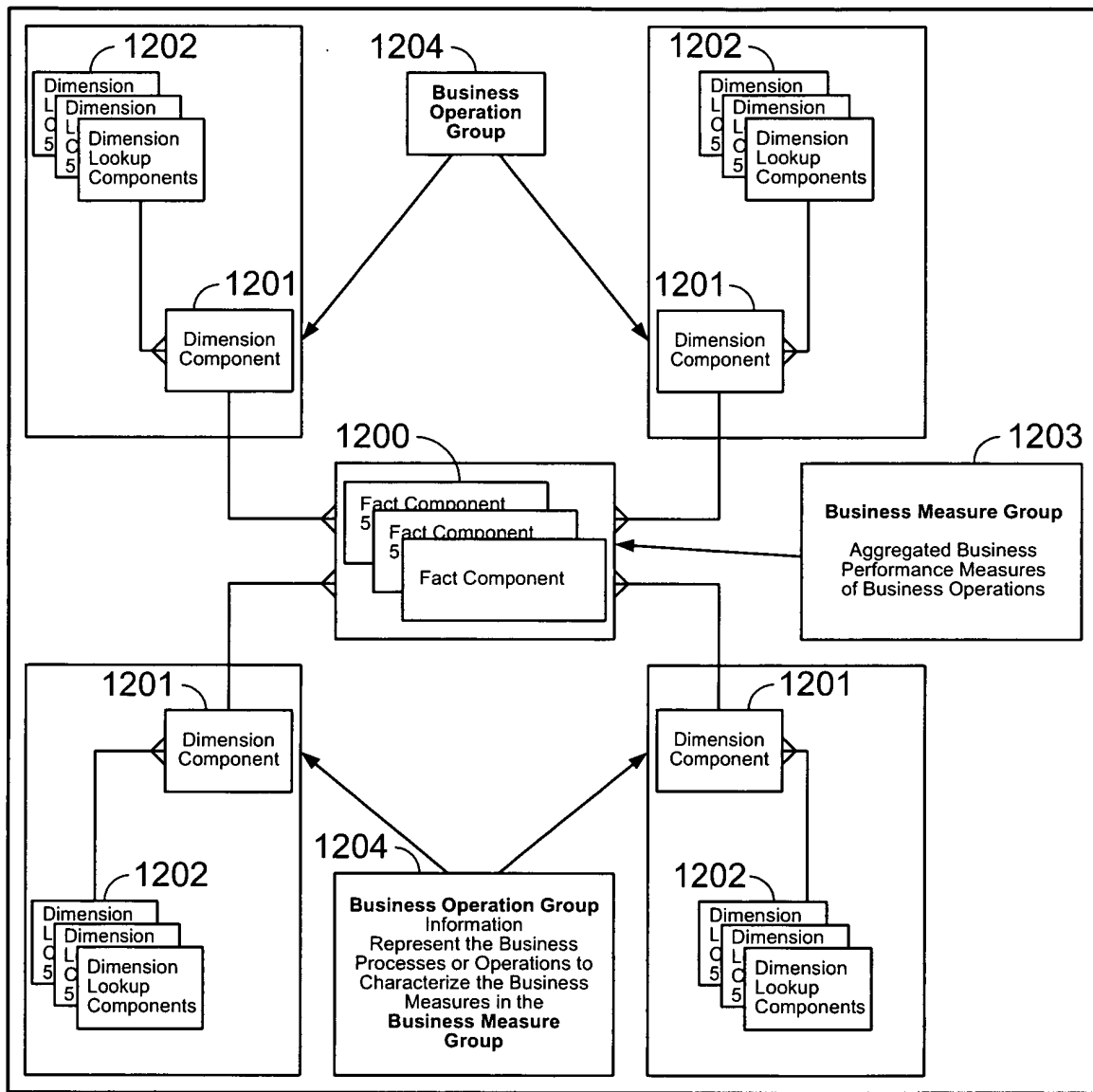


FIG. 6A

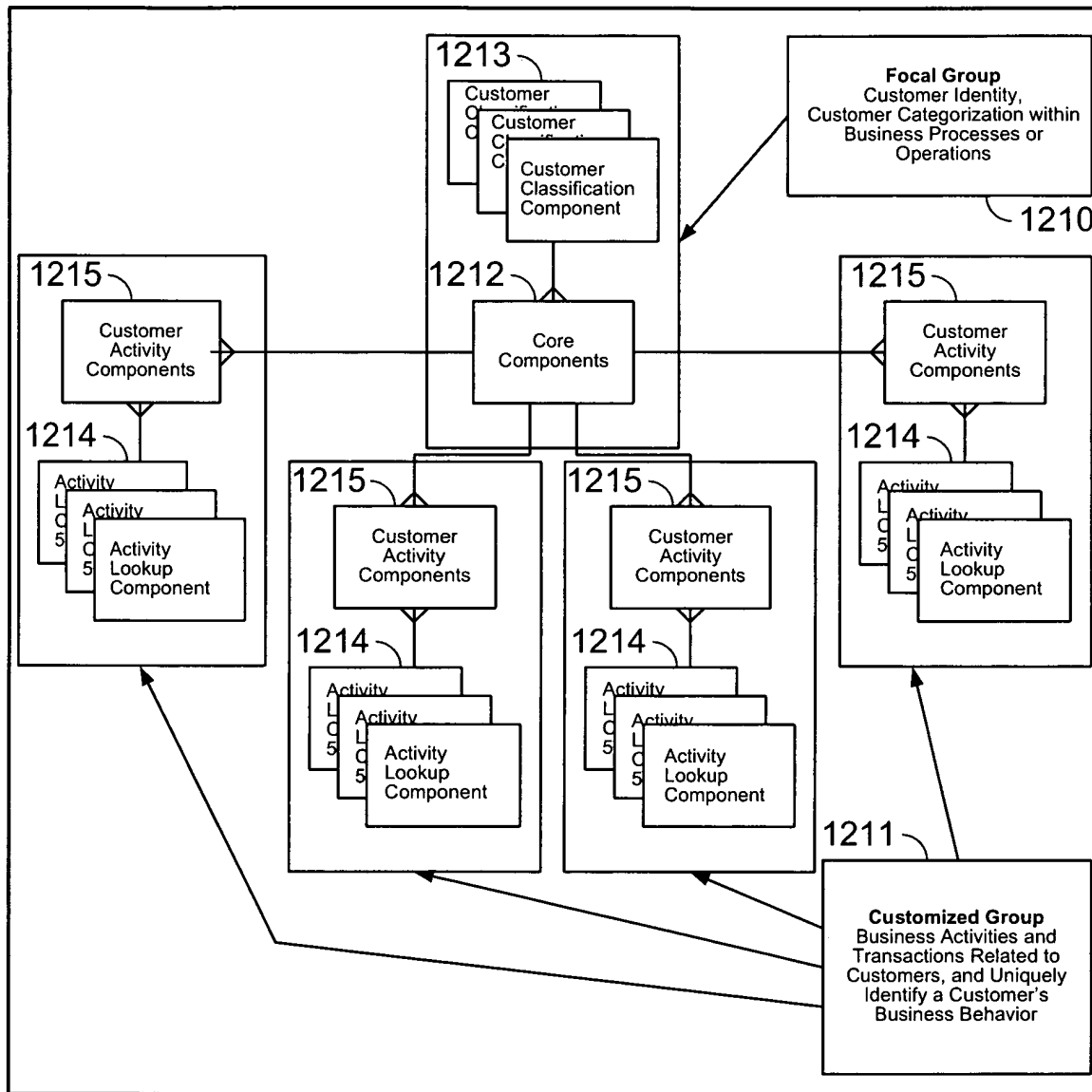


FIG. 6B

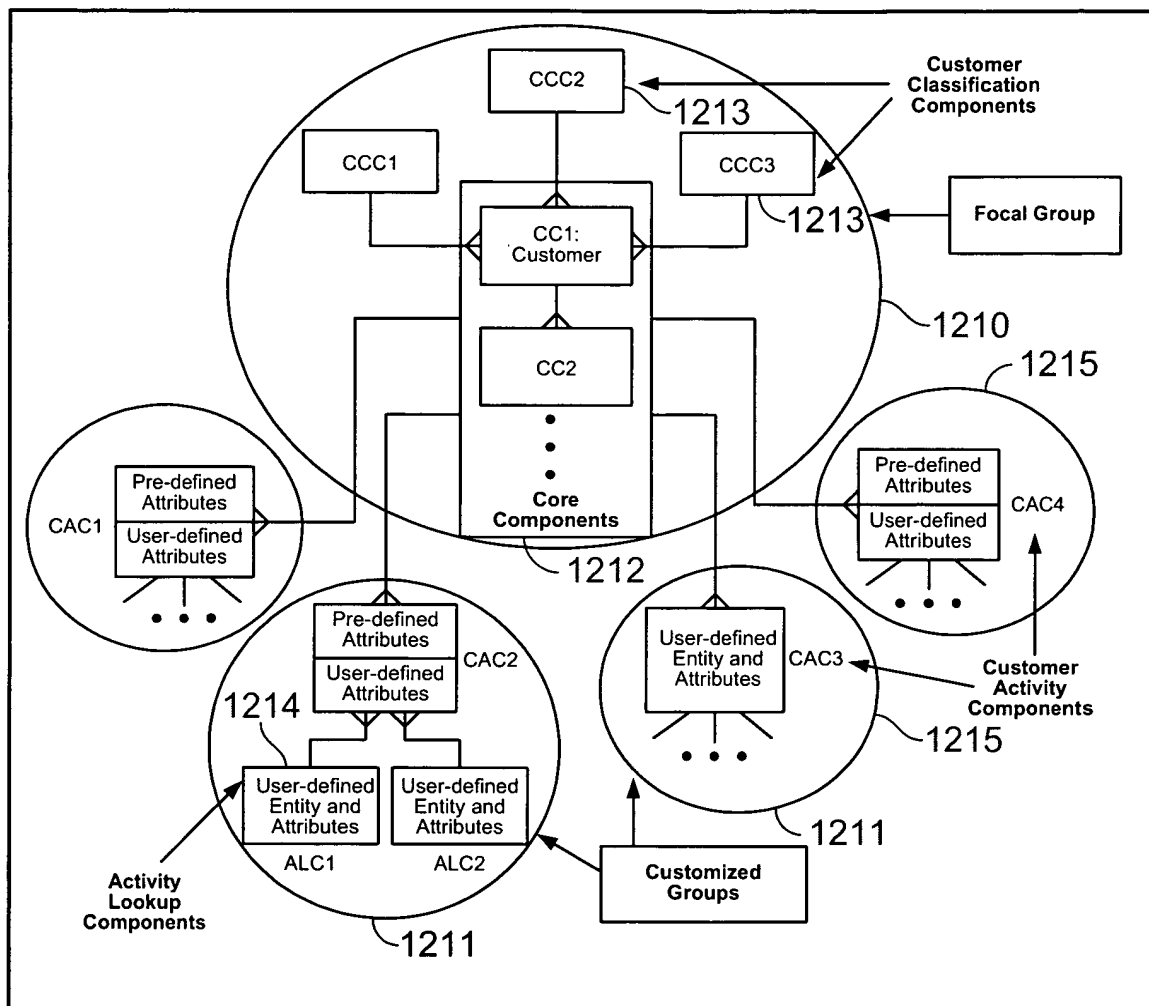


FIG. 6C

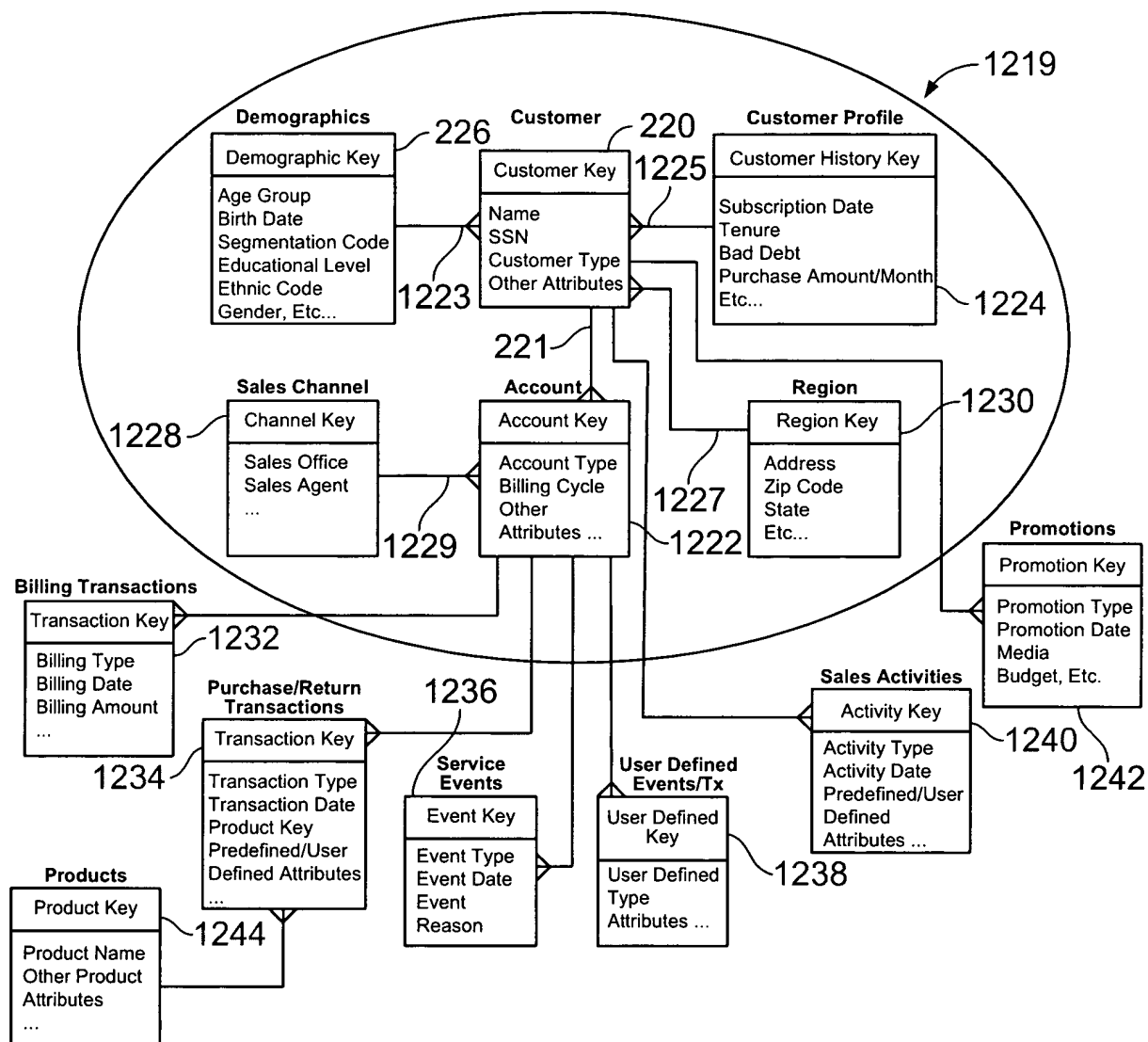


FIG. 6D